## REMARKS/ARGUMENTS

Claims 18, 21 and 32-37 are pending in this application.

## Allowable Subject Matter T.

The Examiner is thanked for the indication that claim 37 would be allowable if rewritten in independent form. However, for the reasons set forth below, claim 37 has not been rewritten in independent form at this time.

## Rejection Under 35 U.S.C. §103(a) II.

The Office Action rejects claims 18, 21 and 32-36 over U.S. Patent No. 5,434,626 to Hayashi et al. (hereinafter "Hayashi") in view of U.S. Patent No. 6,678,009 to Kahn (hereinafter "Kahn") and U.S. Patent No. 7,206,029 to Cohen-Solal (hereinafter "Cohen-Solal") and U.S. Patent No. 6,556,253 to Megied et al. (hereinafter "Megied"). The rejection is respectfully traversed.

Independent claim 18 is directed to a video display appliance, including a display screen, a processor that generates a display signal which is output to the display screen, wherein the display signal causes the display screen to show a main picture and a sub-picture that is superimposed on the main picture, a key input unit coupled to the processor, wherein a user can manipulate buttons on the key input unit to instruct the processor to take certain actions, and an on-screen display (OSD) generator, coupled to the processor, which causes the processor to generate a sub-picture OSD adjustment menu, wherein the sub-picture OSD adjustment menu includes a function control display section and a level adjustment display section, wherein the Serial No. 10/772,337

Amdt. dated July 2, 2010

Reply to Office Action of April 2, 2010

level adjustment display section displays at least two arrows, each of the at least two arrows being oriented in one of a left, right, upward or downward direction, and wherein the user can manipulate the at least two arrows displayed by the level adjustment display section to select options on the sub-picture OSD adjustment menu to adjust a size, a position, and at least one of a brightness or contrast of the sub-picture independent of the main picture, wherein an amount of change to a selected characteristic is selected by the user's manipulation of the at least two arrows displayed in the level adjustment display section, and the processor displays the amount of change of the selected characteristic of the sub-picture as the user manipulates the at least two arrows.

As acknowledged in the Office Action, Hayashi, Kahn and Cohen-Solal, either alone or in combination, neither disclose nor suggest all of the features recited in independent claim 18, or the claimed combination of features.

More specifically, Hayashi discloses a television receiver in which a remote controller 60 signals a display controller 45 to display a main menu on a sub-screen 36b of a main screen 36a. The main menu includes various display setting parameters  $36b_1$ - $36b_{17}$  (see Figures 5 and 6 of Hayashi). In particular, when the display setting parameter  $36b_1$  associated with the sub-screen PIP operation is selected, two sub-screens 36b and 36c are displayed at the same time on the lower part of the main screen 36a (see Figure 4c of Hayashi). A video signal is displayed on the sub-screen 36c, while the sub-screen menu shown in Figure 6a of Hayashi is displayed on the sub-screen 36b, allowing the user to set various parameters  $36b_{11}$ - $36b_{17}$  for the sub-screen 36c.

Amdt. dated July 2, 2010

Reply to Office Action of April 2, 2010

Hayashi neither discloses nor suggests a sub-picture OSD adjustment menu that includes a function control display section and a level adjustment display section, as recited in independent claim 18, nor that such a level adjustment display section displays at least two arrows, let alone the at least two arrows being oriented in one of a left, right, upward or downward direction, as recited in independent claim 18. Rather, Hayashi's sub-screen 36b displays the sub-screen parameters 36b<sub>11</sub>-36b<sub>17</sub> in a single section encompassing essentially all of the sub-screen 36b. Similarly, Hayashi neither discloses nor suggests that a user can manipulate s at least two arrows displayed by such a level adjustment display section to select options on the sub-picture OSD adjustment menu to adjust a size, a position, and at least one of a brightness or contrast of the sub-picture independent of the main picture, as recited in independent claim 18. Rather, brightness and contrast of a sub-screen of a CRT necessarily cannot be controlled separately from brightness and contrast of a main screen of a CRT.

Further, Hayashi neither discloses nor suggests that an amount of change to a selected characteristic is selected by the user's manipulation of at least two arrows displayed in such a level adjustment display section, as recited in independent claim 18. Rather, Hayashi's options are limited to specific, previously set, position(s) and size(s) for the sub-screen 36c, and selected by toggling between the previously set position(s) and size(s). Thus, Hayashi neither discloses nor suggests such features. Similarly, Hayashi neither discloses nor suggests that the processor displays the amount of change of the selected characteristic of the sub-picture as the user manipulates at least two arrows. Rather, Hayashi's device does not include any means by which

Serial No. 10/772,337

Amdt. dated July 2, 2010

Reply to Office Action of April 2, 2010

an amount of change could or should be displayed real time as the user manipulates such arrows.

Kahn is merely cited as allegedly teaching the claimed at least two arrows, and for at least this reason fails to overcome the deficiencies of Hayashi set forth above. Further, as set forth in previous replies, the buttons A-D shown in Figure 5 of Kahn merely allow for horizontal/vertical adjustment of the size of the windows 10. Kahn neither discloses nor suggests that the buttons A-d could or should be replaced by at least two arrows oriented in one of a left, right, upward or downward direction, as recited in independent claim 18. Further, Kahn neither discloses nor suggests that the buttons A-D could or should be adapted to adjust a position, and at least one of a brightness or contrast independent of the main screen, as recited in independent claim 18. Further, Kahn neither discloses nor suggests that a processor displays an amount of change in a selected characteristic (size, position, brightness, contrast) of the subpicture as the user manipulates such arrows, as recited in independent claim 18.

Additionally, like Hayashi, Kahn neither discloses nor suggests a sub-picture OSD adjustment menu that includes a function control display section and a level adjustment display section, as recited in independent claim 18.

For these additional reasons, Kahn fails to overcome the deficiencies of Hayashi as set forth above.

Cohen-Solal is merely cited as allegedly teaching the use of arrows 137A-137D to manually position a PIP image 210A on a display 110 at initial operation, and for at least this reason fails to overcome the deficiencies of Hayashi and Kahn set forth above. Further, Cohen-

P. 1. OCC. A.

Reply to Office Action of April 2, 2010

Solal discloses a system 100 having an active PIP mode in which a PIP image 210A is automatically and continuously repositioned as necessary with respect to an underlying primary image 210B when a processor 120 determines that the PIP image 210A is obscuring the primary image 210B. Thus, in this system, the PIP screen is not/can not be adjusted by a user. Further, Cohen-Solal neither discloses nor suggests that a processor displays an amount of change in a selected characteristic (size, position, brightness, contrast) of the sub-picture as the user manipulates such arrows, as recited in independent claim 18, nor a sub-picture OSD adjustment menu that includes a function control display section and a level adjustment display section, as recited in independent claim 18. For these additional reasons, Cohen-Solal fails to overcome the deficiencies of Hayashi and Kahn.

Megied discloses a multi-window adjustment arrangement in which a light output for each displayed window is calculated, and, when the total light output exceeds a predetermined amount, a controller automatically adjusts parameters (contrast and brightness) in certain windows in accordance with a pre-established rule. Megied neither discloses nor suggests that any of the adjustment of any of the windows is made by a user, let alone that a user selects a particular window to adjust, using an OSD adjustment menu or otherwise, nor that any type of level adjustment menu is displayed. Thus, Megied fails to overcome the above stated deficiencies of Hayashi, Kahn, and Cohen-Solal, Megied.

Accordingly, it is respectfully submitted that independent claim 18 is allowable over the applied combination, and thus the rejection of independent claim 18 under 35 U.S.C. §103(a)

Serial No. 10/772,337

Amdt. dated July 2, 2010

Reply to Office Action of April 2, 2010

over Hayashi, Kahn, Cohen-Solal and Megied should be withdrawn. Dependent claims 21, 30 and 32-36 are allowable over Hayashi, Kahn, Cohen-Solal and Megied at least for the reasons set forth above with respect to independent claim 18, from which they depend, as well as for their added features.

## III. Conclusion

In view of the foregoing amendments and remarks, it is respectfully submitted that the application is in condition for allowance. If the Examiner believes that any additional changes would place the application in better condition for allowance, the Examiner is invited to contact the undersigned, **Joanna K. Mason**, at the telephone number listed below.

To the extent necessary, a petition for an extension of time under 37 C.F.R. §1.136 is hereby made. Please charge any shortage in fees due in connection with the filing of this,

Docket No. IPS-0017

Serial No. 10/772,337 Amdt. dated July 2, 2010 Reply to Office Action of April 2, 2010

concurrent and future replies, including extension of time fees, to Deposit Account 16-0607 and please credit any excess fees to such deposit account.

Respectfully submitted,

KED & ASSOCIATES, LLP

Carol L. Druzbick

Registration No. 40,287

Joanna K. Mason

Registration No. 56,408

Correspondence Address:

P.O. Box 221200

Chantilly, Virginia 20153-1200

(703) 766-3777 CLD:JKM:lhd

Date: July 2, 2010

\\Fk4\Documents\2025\2025-018\239405.doc

Please direct all correspondence to Customer Number 34610